

תהליך
LOMED

Eyes on Success



Grant opportunity for the Coalition of Innovating Congregations

Capture and Share Your Success
Powerful Videos of New Models of Jewish Education



A beneficiary agency of
UJA Federation
of New York



Leadership Institute
FOR CONGREGATIONAL SCHOOL EDUCATORS
A joint program of Hebrew Union College-Jewish Institute of Religion and the Jewish Theological Seminary
Funded by UJA-Federation of New York

A powerful 21st century tool to communicate with your community.

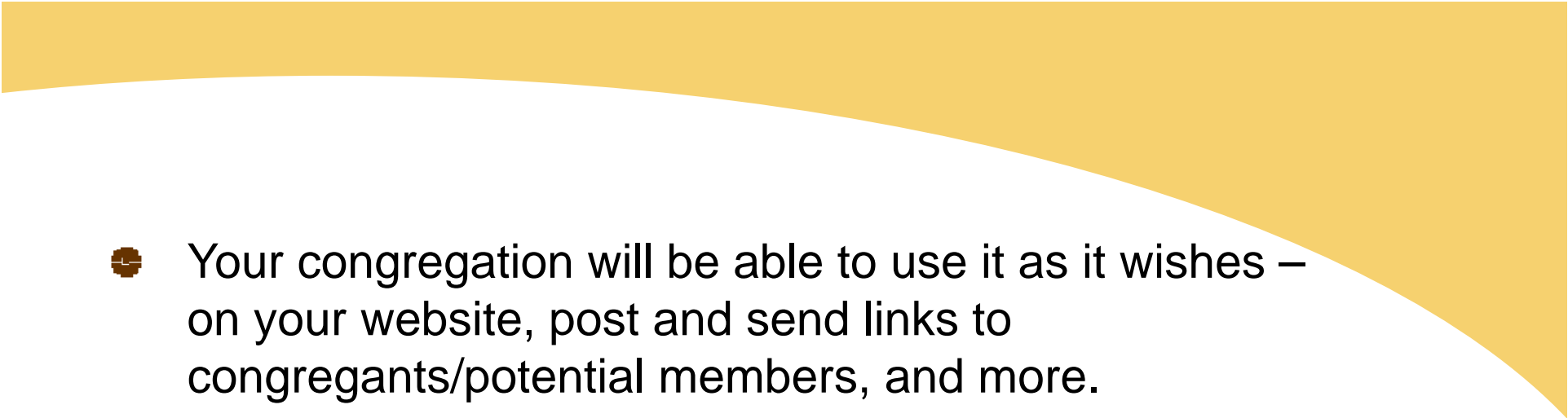
- They will see the results of your innovation.
- Share with your board for further support.
- Create a buzz and support in the community by sharing broadly.
- Attract members by posting on your website.



Why Eyes on Success?

Why Eyes on Success?

- ✦ As a member of the Coalition of Innovating Congregations, you are a member of a community of learners.
- ✦ This is an opportunity to use your experience as proof text of what matters
- ✦ Other congregations will learn from and be inspired by the results of your work.

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- Your congregation will be able to use it as it wishes – on your website, post and send links to congregants/potential members, and more.
 - We will view and discuss videos at the May Yachdav Gathering.
 - The Jewish Education Project, ECE and LI will promote these videos to the field, to build support for our work in innovation, to show what success has been achieved, and to help others learn from and be inspired to work on their own educational innovation.

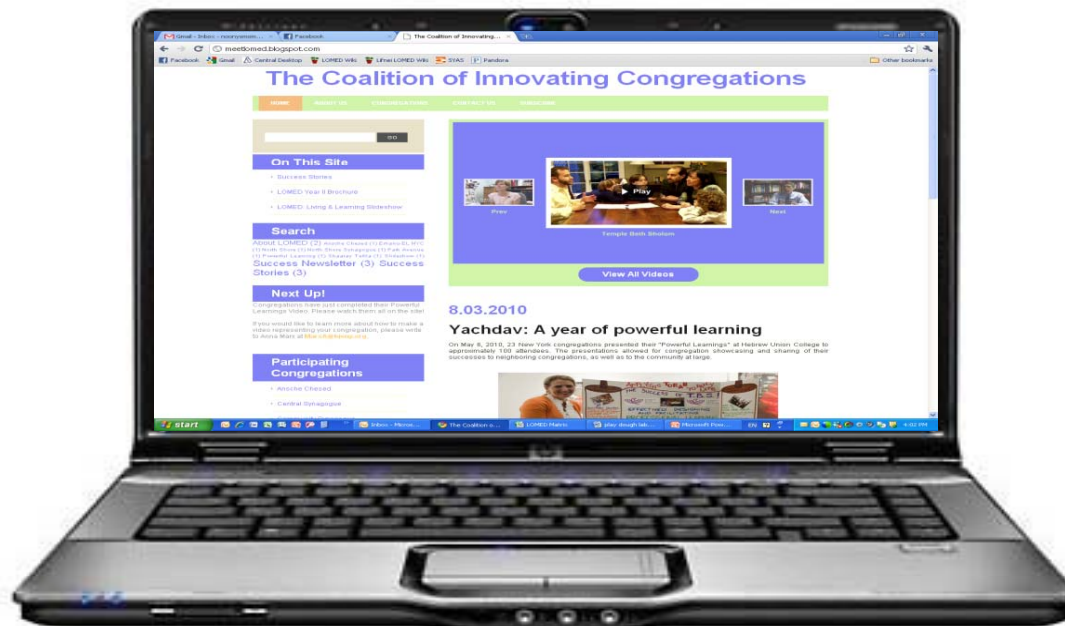


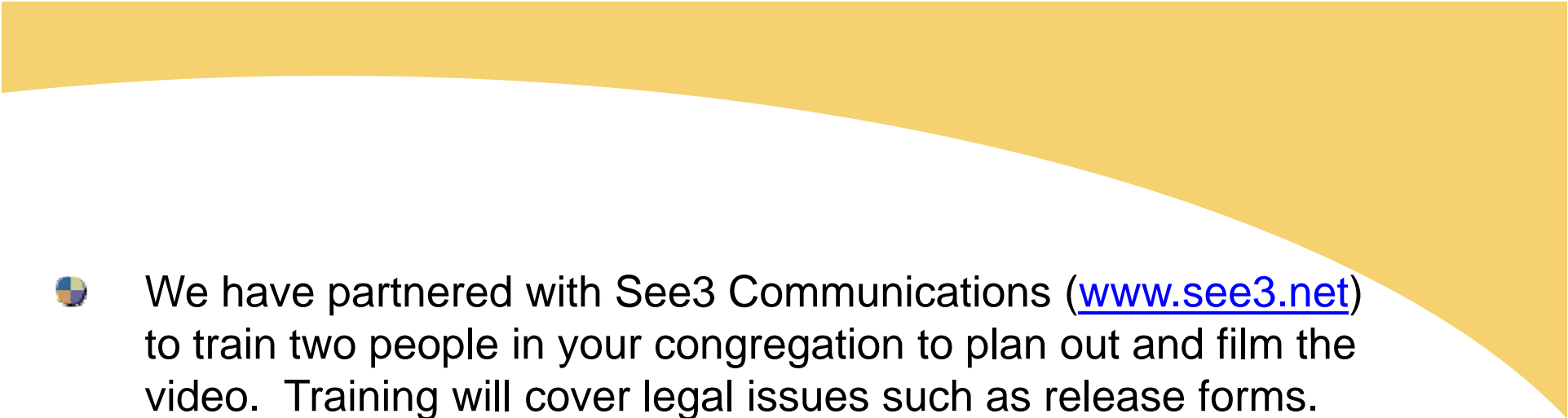
How will my video be used?

What will the videos look like?

Here is an example of what you will do:

<http://meetlomed.blogspot.com/>



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- We have partnered with See3 Communications (www.see3.net) to train two people in your congregation to plan out and film the video. Training will cover legal issues such as release forms.
 - See3 will also provide professional editing to bring an hour of footage down to 3 minutes of powerful video.
 - See3 is an interactive communications agency that works exclusively with nonprofits, foundations, associations, and social causes.
 - They use storytelling skills to develop powerful, imaginative concepts that match your audience, message, and goals.



How does it work?

What does my congregation get from the Eyes on Success grant?

- Equipment*: video camera, external microphone, tripod, and memory card. Following the Eyes on Success project, all equipment will remain with the congregation.
- Full day of training by a professional filmmaker
- Production support: See3, The Jewish Education Project and The Experiment in Congregational Education will provide a framework and support in creating and editing the story structure.
- Professional video editing: 1 hour of your raw footage will be edited into a 3 minute powerful clip with soundtrack and captions
- Total value: \$2000

* Congregations that participated in the pilot project have already received equipment.

Project Elements

- Select 2 people to be your amateur documentary filmmakers.
 - They must commit to the project.
 - We recommend that the filmmakers have some interest in Jewish education and at least a hobby-level experience with film or photography.
- The two filmmakers attend a one-day training session.
- The filmmakers and Director of Education complete a story structure.
- Filmmakers conduct one hour of filming and interviewing and log what they film.
- Video and Log must be turned in on time.
 - Per our contract with See 3, congregations will be responsible for \$300 late fee if materials are turned in late.
- Filmmakers and Ed Director along with Experiment in Congregational Education (ECE) and The Jewish Education Project will have two opportunities for review and feedback: rough cut and fine cut.

Eyes on Success

EYES ON SUCCESS CALENDAR

Friday, January 14:

Application and signed grant agreement due. RSVP to Eyes on Success Training with See3

Sunday, January 23 or 30:

2 Filmmakers attend one day of training

Friday, February 4:

Submit story structure

Friday February 18:

Story structure feedback returned to congregations

Friday, April 8:

Footage with logs due

End of April:

See3 provides rough cut of videos

Wednesday, May 11:

Final video from See3

Wednesday, May 18:

Yachdav Gathering

2011

January

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March

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April

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May

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June

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